

CRISOLUTION

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Centre for Crisis &  
Risk Communications

# CRISIS SOLUTIONS

THE KEYS TO SUCCESSFUL CRISIS & RISK  
COMMUNICATIONS ARE:

- ANTICIPATION
- PREPARATION
- PRACTICE

The Centre for Crisis & Risk Communications (CCRC), based in Calgary, Alberta and is a leader in crisis and risk communications. The CCRC is driven by the science and research of Dr. Vincent Covello on how the brain responds to communications in high stress crisis, high concern environments.

His research proven methods, formulas, and tools have been utilized around the globe, including by the World Health Organization's (WHO) response to the outbreak of Ebola in Africa. Utilizing these tools and formulas, the CCRC prepares organizations for their next crisis by conducting crisis and risk communication plan audits, writing, and executing crisis communication plans, providing training (crisis and media) and strategic communication counsel.

The Centre for Crisis & Risk Communications is supported by an advisory board including Dr. Covello, Dr. Timothy Coombs and other leading academics and professionals in the crisis communications field. At the CCRC, we are passionate about preparedness and are here to support your organization 24 hours per day, 7 days a week.

#### **Our Values:**

Transparency, Professionalism, Collaboration, Integrity



We are honoured to have supported award-winning Stoney Nakoda Nation's COVID risk communications.

# CRISIS SOLUTIONS

## COMMUNICATIONS

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### CRISIS & RISK COMMUNICATION PLANS

The Centre for Crisis & Risk Communications (CCRC) is passionate about helping organizations prepare for their next high-stress, high-concern event. If your organization has an existing crisis and/or risk communication plan (CCP), we would love to audit it for you.

An audit can give your organization a fresh perspective plus some new ideas. Ideally, every crisis and risk communication plan should be updated annually (at least). We can do that for you too. We will even incorporate some of our science-based crisis and risk communication tools into your plan to further support your organization.

If your organization is without a crisis and risk communication, no need to worry, we have created lots of them. We would be happy to create one specifically for you,

Where appropriate, communications will support details outlined in your organization's Business Continuity, Business Recovery, Emergency Management Program, and/or Emergency Response plans. We work with and have access to some of Canada's top Emergency Management and Business Continuity planners. If required, we will put them to work for you as well.

### ISSUES MANAGEMENT PLANS

Although not ideal, sometimes your organization may need help getting out of a jam. Have an issue brewing that requires strategic communications support? No problem, our team will work with your organization to create an Issues Management Plan (IMP). We can even help you with your IMP's execution and ongoing monitoring.



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## **CCRC Tabletop exercise, 2019**

### **PLAN VALIDATION**

Plans are only as effective as the people that execute them. To support compatibility and to familiarize plan participants, scenario-specific exercises ought to be developed to test the plan and familiarize your organization's crisis teams. Tabletop and Functional Exercises are the most common methods of plan validation.

The CCRC will create and deliver exercises specific to your organization's identified key areas of risk, adding to the realism of the experience.

### ***TABLETOP EXERCISES***

Tabletop exercises are a simple yet important tool to help test the effectiveness of developed plans. Further, tabletops can help your team become familiar with the contents of developed plans. Exercises are important for both operations and communications. They can be individual and/or combined involving your organization's identified partners and key stakeholders. These types of exercises focus on collaborative dialogue between members of your team and stakeholder participants.

### ***FUNCTIONAL EXERCISES***

Functional exercises are similar in nature to tabletop exercises. Rather than collaborative dialogue however, functional tabletops require your team members to actually respond as they would to an event, creating social media posts, media releases, internal communications, and other communication collateral.

We can even introduce and run a "simulation cell" to further elevate your team's experience.

## CRISIS & RISK COMMUNICATION RESPONSE

Here is the great news, during high-stress and high-concern situations, you do not have to be alone. Through our crisis and risk communication planning processes, we would have discussed the importance of partnerships and helped your organization brainstorm who might be valuable partners for you.

We also have your back. The CCRC team is available 24 hours a day, 365 days a year and is accessible by calling 1.888.297.6055. Our team can support you virtually, or in person (recognizing time and travel restrictions). Ask us about retainer agreements.

Emergency Operations Centre support, message creation, social media and media monitoring, social media posting, media relations, coaching, video work, plus so much more - we have even designed and had built 8 X 12' roadside signs - are services that we support you with during an event.

**\*Note:** when we work with an organization, our role is to provide the best advice possible based on risk and crisis communications science and research. The organization's decision-maker is ultimately responsible for the approvals and the outcome of any communication approach or tactic.

## EVENT & EXERCISE AUDITS

The most successful crisis communication programs remain in a state of regular evolution. Actual events, tabletop, and functional exercises always present the opportunity to identify program strengths and areas of growth.



The CCRC team can conduct a thorough audit of your event and/or exercise to help you identify strengths and areas of opportunity.



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## EDUCATION & TRAINING

We love sharing our knowledge, experience, and passion for crisis and risk communications. We have worked with several organizations providing crisis and risk communication training and coaching. From communication team members, to leadership and executive teams, we share science-based and research proven methodologies that can support your organization during high-stress, high-concern situations.

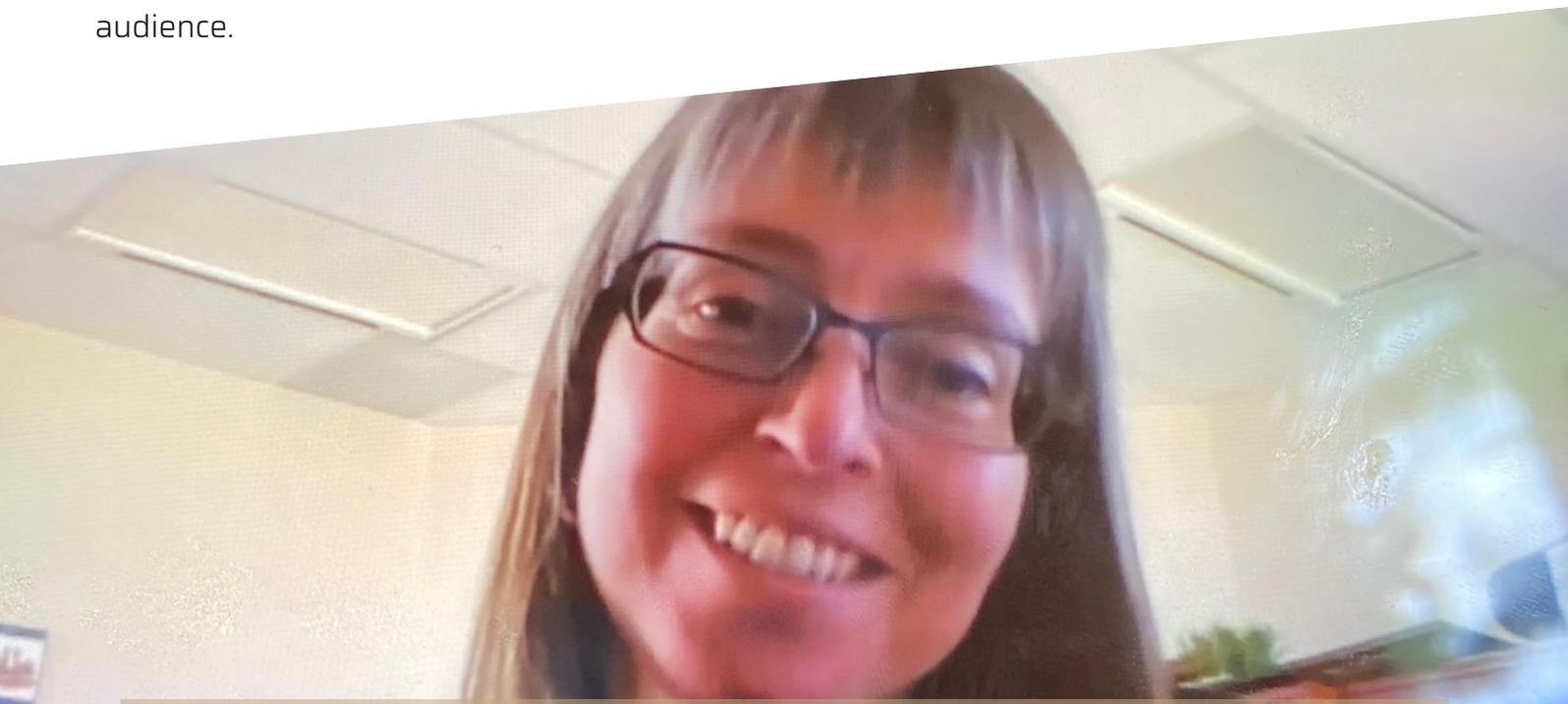
We will customize a program for your organization, providing the right training to the right people to do the right job!

With an abundance of expertise at our fingertips, the CCRC offers additional training in crisis supportive functions such as media relations, social media, and internal communications training.

Within our partnership of networked organizations, we can further support you with a full suite of public relations, marketing, and digital service offerings.

## SPEAKING, WORKSHOPS & CONFERENCES

Have an event coming up that would benefit from high-stress, high-concern science knowledge? Great! We have taken to the stage many times and would love to do it again! From Keynote presentations to half or full day workshops, we will captivate and engage your audience.



**Alberta's Chief Medical Officer, Dr. Deena Hinshaw  
joins other amazing panelists during VIRTUALLY CRISIS, 2020**





# EMERGENCY MANAGEMENT

We work in collaboration with some of Canada's leading Emergency Management and Business Continuity professionals.

The ideal first step in any plan creation is to review and complete a Hazard Identification and Risk Assessment (HIRA). A HIRA will provide relevant, current, and accurate data. This will allow us to prioritize workplans and deliver appropriate threat, hazard and risk specific plans, ultimately informing your communications.

## BUSINESS IMPACT ANALYSIS

A Business Impact Analysis (BIA) utilizes standardized methodologies to determine and evaluate the potential effects of interruptions to critical business operations as a result of identified threats, hazards, and risks.



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## **EMERGENCY RESPONSE PLANS**

Upon completion of a HIRA, our Emergency Management professionals will have the information required to create an Emergency Response Plan (ERP). The ERP(s) would ideally align with an overarching corporate crisis management plan.

## **BUSINESS CONTINUITY PLANS**

The development of systems of prevention and recovery to respond to outputs from the HIRA and BIA with the goal of ensuring ongoing operations before and during an emergency or disaster.

## **CORPORATE CRISIS MANAGEMENT PLAN**

Identifies how the executive leadership team responds to a critical situation that would negatively affect Connecting Care's staff, property, profitability, reputation or ability to operate.

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**"We know that the key to successful crisis communication is: anticipation, preparation, and practice. We are here to support your organization's success."**

Benjamin Morgan, M.A. CCRC Principal



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# PRINCIPALS

## **BENJAMIN MORGAN**

Benjamin holds a master's degree in professional communications. He was the designated spokesperson for the City of Calgary Emergency Medical Services where, on average, he authored and distributed over 150 media releases and conducted over 180 media interviews each year. In 2009, Benjamin founded Both Sides Media that provided media training and coaching services to a variety of organizations and leadership teams.

As the Supervisor, Crisis Communications, Benjamin coordinated all communications on behalf of the City of Calgary during the 2013 flood. As a member of Canada Task Force 2, during the 2016 wildfires, he was dispatched to Fort McMurray to coordinate all local media and communications while interfacing with multiple levels of government.

Benjamin is associate faculty at both Royal Roads and Mount Royal universities where he instructs communications and public relations at both the undergraduate and graduate levels. He teaches in the schools of communications, public relations, and humanitarian studies.

He is a sought after workshop facilitator and presenter.





## JEFF ANGEL

Jeff has an extensive background in media relations, crisis communications, corporate communications, public relations, stakeholder engagement, marketing and brand positioning. He is a graduate of the University of Western Ontario.

Throughout his career, Jeff has held a number of executive positions including Senior Vice President Communications, The Americas, for British Airways, where he was responsible for the North American crisis response to the crash of Concorde and the subsequent relaunch and international press conference at New York's John F. Kennedy airport (viewed by over 500 million people (worldwide)).

Jeff has worked with various Fortune 500 companies including; WestJet, Canadian Airlines, Shell, 3M, the Edmonton Oilers and various levels of governments including the Canadian federal government, eight Canadian provincial governments, the Cities of Calgary and Edmonton, the United Kingdom's Office of Fair Trading (OFT), the European Union (EU), the U.S. Department of Transportation (USDOT), the New York City Mayor's Office and the Port Authority of New York and New Jersey.

Jeff was also Vice President, External Relations for the Canadian Energy Pipeline Association.

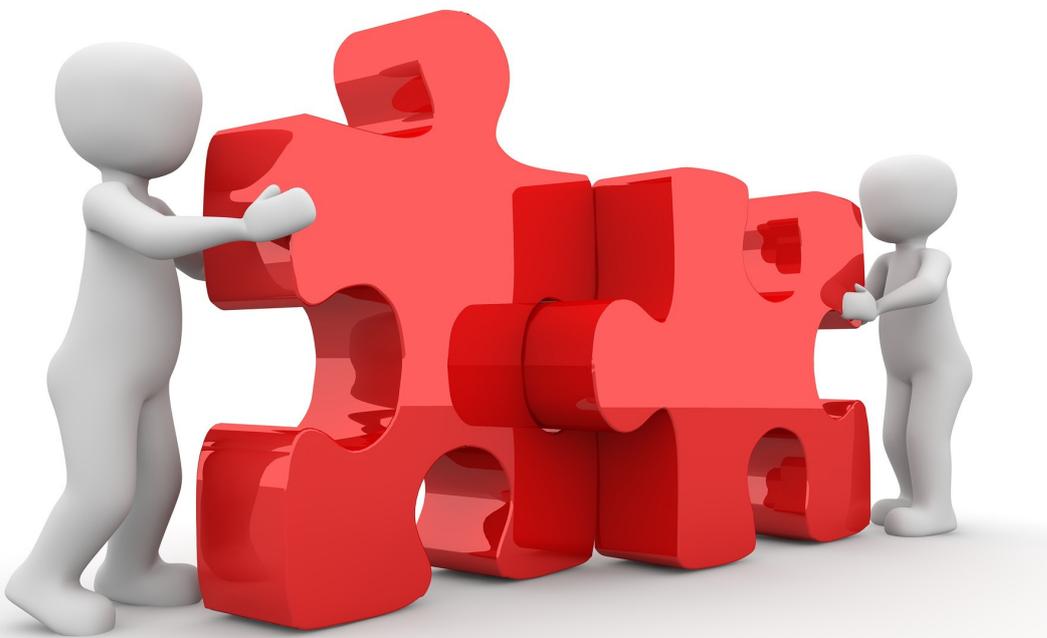




**We are grateful to have some amazing, collaborative relationship & partnerships.**



**Amanda Coleman**  
COMMUNICATION





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